Metro Edmonton Market Review

1984

85-3384/

EDMONTON ECONOMIC DEVELOPMENT AUTHORITY

The Edmonton Economic Development Authority has been established to promote and develop the Edmonton economy. It is responsible to support the development of local industry as well as attract new economic growth. The Authority's goal is to achieve a diversified and stable economic base for Edmonton.

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* Detailed statistical information on Metro Edmonton's market characteristics.

Edmonton, Alberta's capital, is located in the geographic centre of the province. The city is a major corporate, manufacturing and distribution centre in western Canada.

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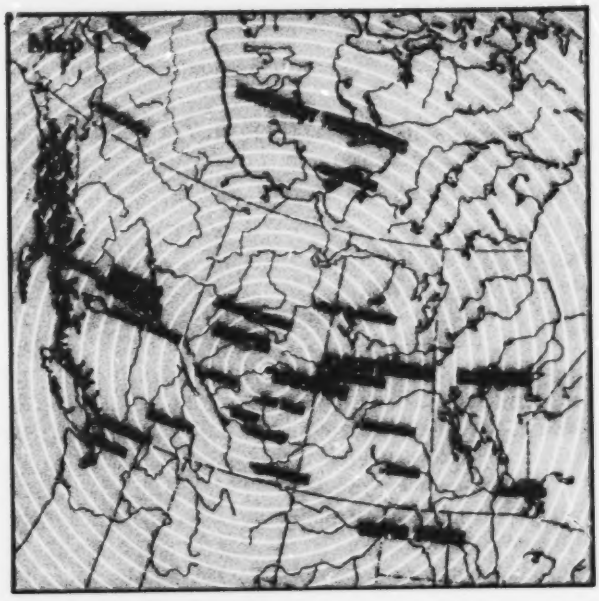
Purpose

The **Metro Edmonton Market Review** provides a general overview and small area analysis of markets in the Edmonton service area. Detailed socio-economic data for the city is contained in the Review. Additional information or data is available from the Edmonton Economic Development Authority.

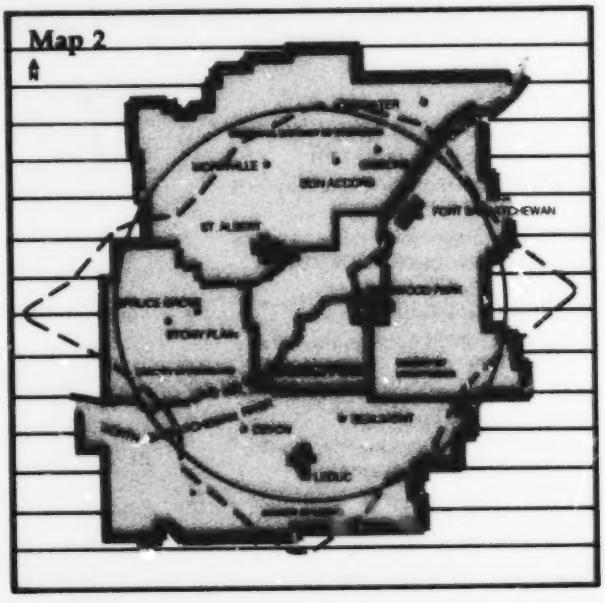
This document consolidates economic and demographic information useful to manufacturers/distributors and retailers. Firms considering the Edmonton market and those already with an Edmonton presence should find the **Market Review** helpful in deciding locational alternatives and marketing decisions in Edmonton.

Metro Edmonton has a population of almost 740,000 and has experienced an average annual population growth of 3.2% since 1979.



Edmonton's Service and Market Area

- Edmonton's Primary Service Area
- Edmonton's Market Area



Metro Edmonton Region

- Metro Edmonton (Edmonton Sub Region)
- Edmonton Proper
- County and Municipal District Boundaries
- 48 kilometres (30 miles) radius
- 45 minutes travel time from downtown Edmonton

Consumer Markets

Location

Edmonton is the geographic centre of Alberta and western Canada. This strategic location gives the city many advantages as a major corporate, manufacturing and distribution hub in the west.

Edmonton is the focal point of extensive oil, gas and other resource industries. The city's service area extends from central and northern Alberta to the Northwest Territories, northern British Columbia and northwestern Saskatchewan.

Population

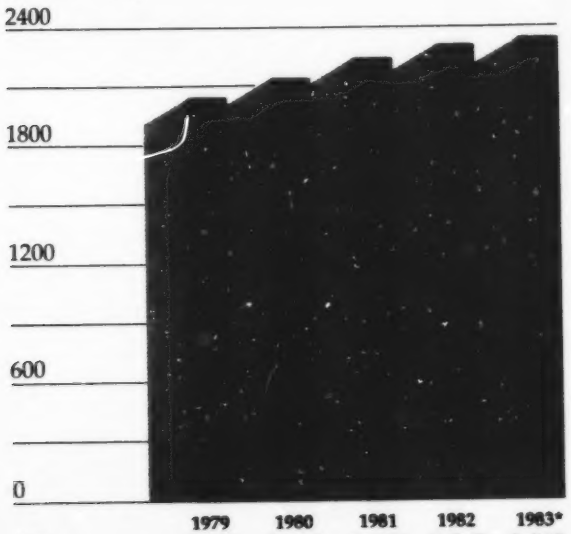
With a metropolitan population of almost 740,000, Edmonton has experienced average annual population growth of 3.2% since 1979. The city of Edmonton alone has over 560,000 inhabitants.

With 77% of the population under 45 years of age, and many of those between the ages of 25 to 44, Metro Edmonton presents a strong consumer base for goods and services.

Only three Canadian metropolitan areas, Toronto, Montreal and Vancouver, have more households than Edmonton.

Although projected population growth in Edmonton is lower than that experienced in recent years, the Metro Edmonton market is expected to grow at a rate similar to Canada's.

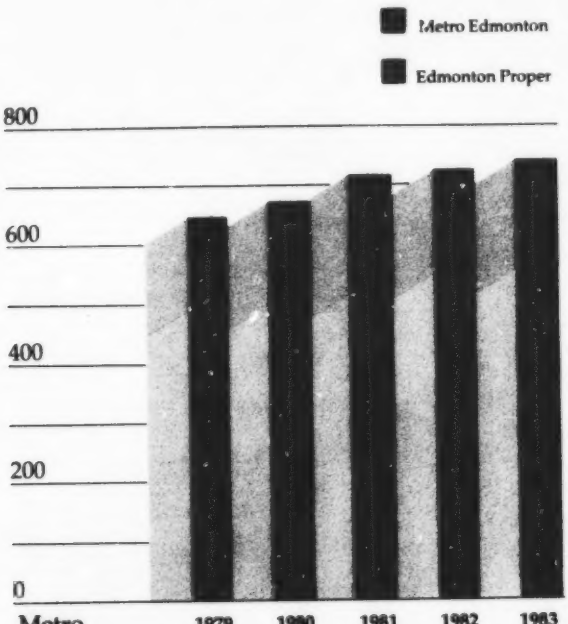
Graph 1
Population Growth – Alberta and Metro Edmonton 1979 – 1983
(thousands)



	1979	1980	1981	1982	1983*
Alberta	2,059	2,143	2,238	2,315	2,345
% Change	3.8	4.1	4.4	3.5	1.3

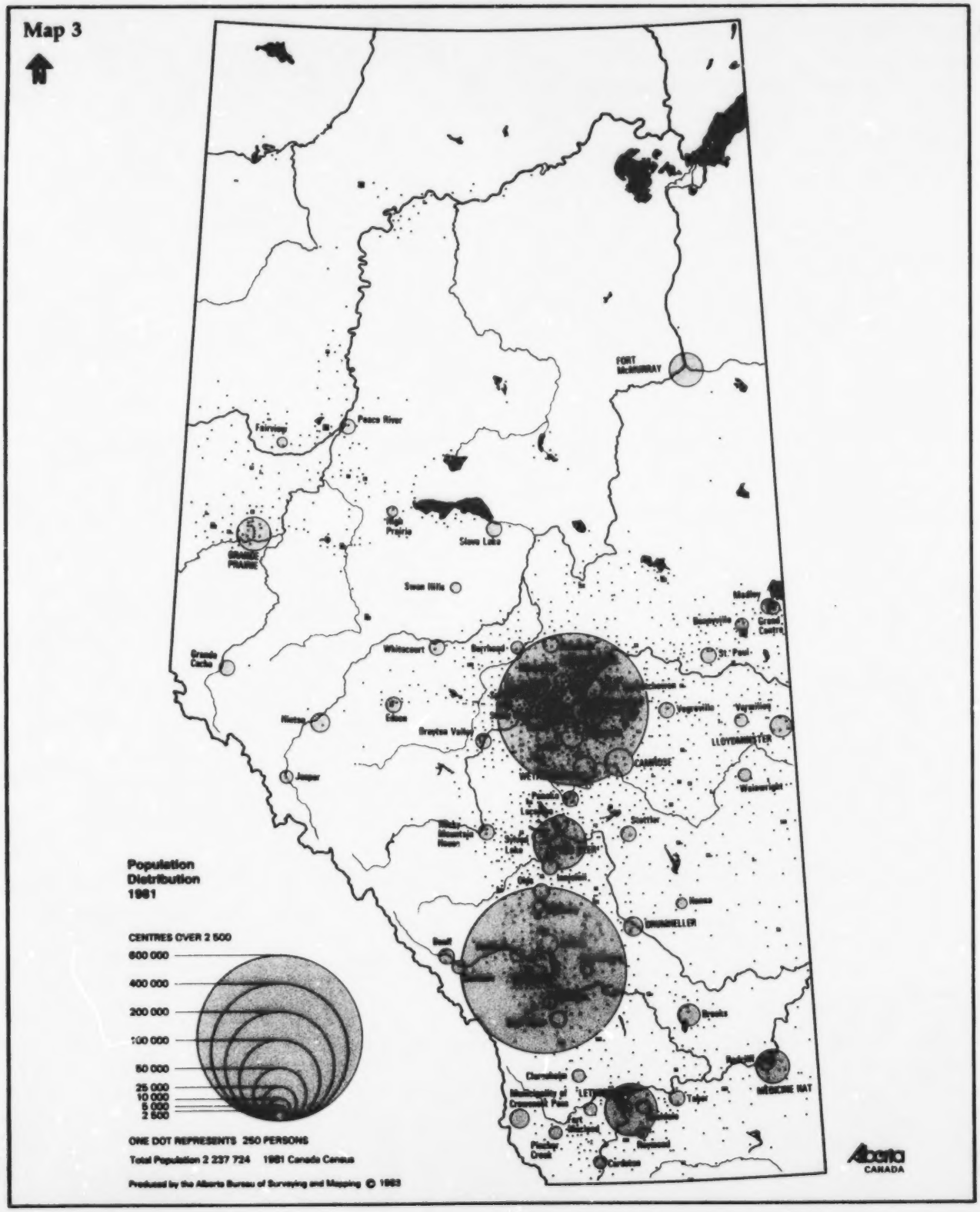
In 1983 Metro Edmonton accounted for 31.5% of Alberta's population.

Source: Alberta Municipal Affairs – 1983 Official Population List
City of Edmonton – Annual Civic Census, March 1983



	1979	1980	1981	1982	1983
Metro Edmonton*	652	677	716	728	740
% Change	3.0	3.9	5.8	1.6	1.7

*Compiled by Edmonton Metropolitan Regional Planning Commission

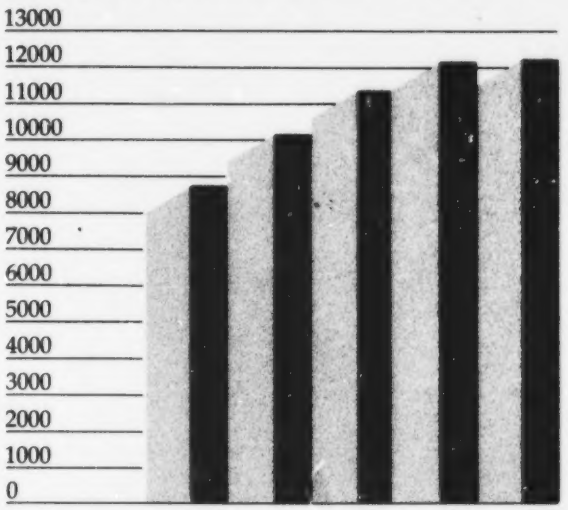

Map 3
N
FORT McMURRAY
Fairview
Peace River
High Prairie
Slave Lake
GRANDE PRAIRIE
Swan Hills
Grande Cache
Whitecourt
Barrhead
Edson
Rocky
Brazeau Valley
Jasper
Vegreville
Wainwright
LLOYDMINSTER
CAMROSE
Drumheller
Brooks
MEDICINE HAT
Taber
Population Distribution 1981
CENTRES OVER 2 500
600 000
400 000
200 000
100 000
50 000
25 000
10 000
5 000
2 500
ONE DOT REPRESENTS 250 PERSONS
Total Population 2 237 724 1981 Canada Census
Produced by the Alberta Bureau of Surveying and Mapping © 1983
Alberta
CANADA

Income

Associated with the rapid population and economic growth of the past 10 years has been an escalation of personal disposable income. From 1973 to 1983 the five and 10 year average growth rates of personal disposable income were 15.6% and 14.2% respectively in Alberta. The comparative growth rates for Metro Edmonton were 15.3% and 12.8%. Real spending power has been maintained despite the high rate of inflation of the late 1970's. As economic recovery takes hold in 1984, growth of personal disposable income will resume after levelling off in 1982 and 1983.

Average household income in Metro Edmonton was $28,887 in 1980 according to the 1981 Census of Canada. This figure enabled Edmonton to rank second among the 25 Canadian census metropolitan areas in average houshold income.

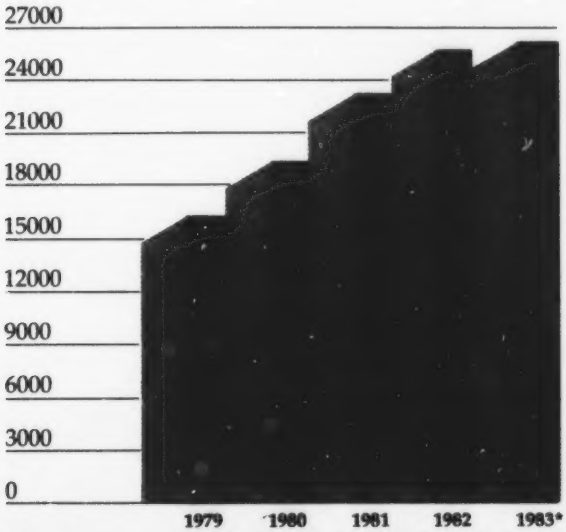
Graph 2
Metro Edmonton
Per Capita Disposable Income 1979 – 1983*



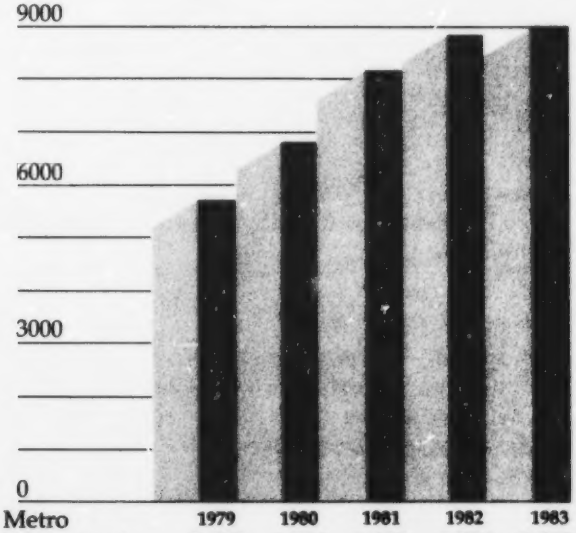
* Edmonton Economic Development estimates

Source: Alberta Bureau of Statistics – Alberta Economic Accounts
– Alberta Statistical Review
Edmonton Metropolitan Regional Planning Commission

Graph 3
Personal Disposable Income – Alberta and Metro Edmonton 1979 – 1983
($ millions)



	1979	1980	1981	1982	1983*
Alberta	16,230	19,301	23,282	25,654	26,193
% Change	19.1	18.9	20.6	10.2	2.1



	1979	1980	1981	1982	1983
Metro Edmonton*	5,729	6,794	8,125	8,799	8,958
% Change	16.5	18.6	18.9	8.3	1.8

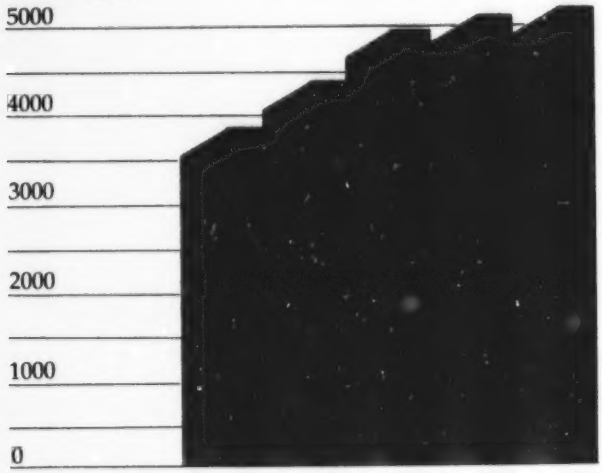
* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics – Alberta Economic Accounts, 1982
– Alberta Statistical Review

Retail Sales

Retail and service trade in Metro Edmonton has shown an average growth rate of 17.1% and 9.1% per year over the past 10 and five year periods, with a total value in excess of $6 billion annually since 1981. The $6.4 billion of retail and service trade in 1983 represents a per capita annual expenditure of $8,626, one of the highest in Canada.

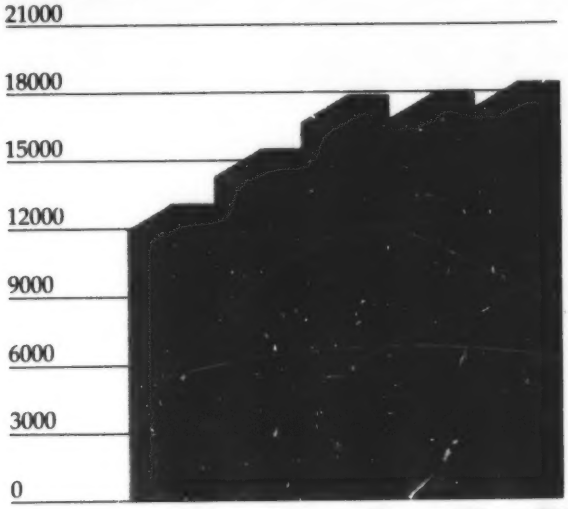
Graph 4
Western Canada Retail and Service Trade Sales
1979 – 1983*
($ millions)



	1979	1980	1981	1982	1983
Total Sales	38,353	43,624	49,790	50,149	52,001
Annual % Growth	13.6	13.7	14.1	0.7	3.7

* Edmonton Economic Development Authority Estimates
Source: Alberta Bureau of Statistics – Alberta Retail and Service Trade Statistics, 1982 – Alberta Statistical Review Fourth Quarter 1983 – Alberta Statistical Review
Statistics Canada – Catalogue #63-005

Graph 5
Value of Alberta Retail and Service Trade
1979 – 1983
($ millions)

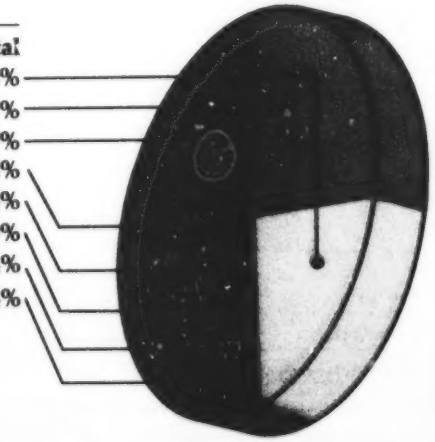


	1979	1980	1981	1982	1983*
Alberta	13,710	15,568	17,856	17,980	18,412
% Change	20.9	13.6	12.1	0.7	2.4

In 1983 Metro Edmonton accounted for 34.7% of Alberta's retail and service trade.
* Edmonton Economic Development Authority estimate
Source: Alberta Bureau of Statistics – Alberta Retail Trade Statistics

Graph 6
Metro Edmonton – 1983 Retail and Service Trade By Category
($ thousands)

	Value*	% of Total
Automotive	1,558,332	24.6%
Food, beverage and accommodation	1,482,890	23.4%
Other retail and miscellaneous services	1,261,279	19.9%
General Merchandise	1,117,891	17.6%
Hardware and Home Furnishings	559,802	8.8%
Apparel and Accessories	247,030	3.9%
Health and Personal Services	87,781	1.4%
Amusement and recreation services	26,876	0.4%
Total	6,382,881	

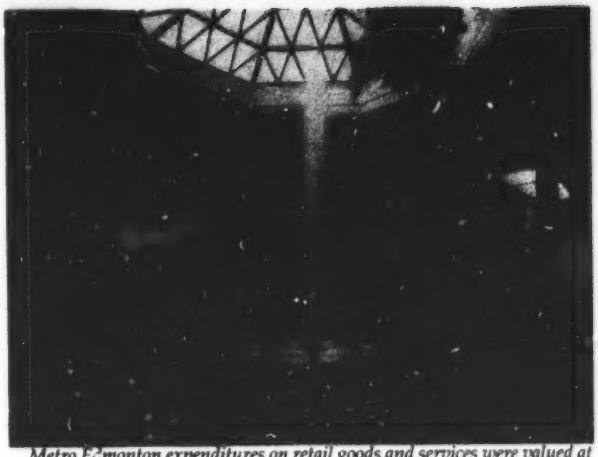


* Edmonton Economic Development Authority Estimates
Source: Alberta Bureau of Statistics – Alberta Retail and Service Trade Statistics

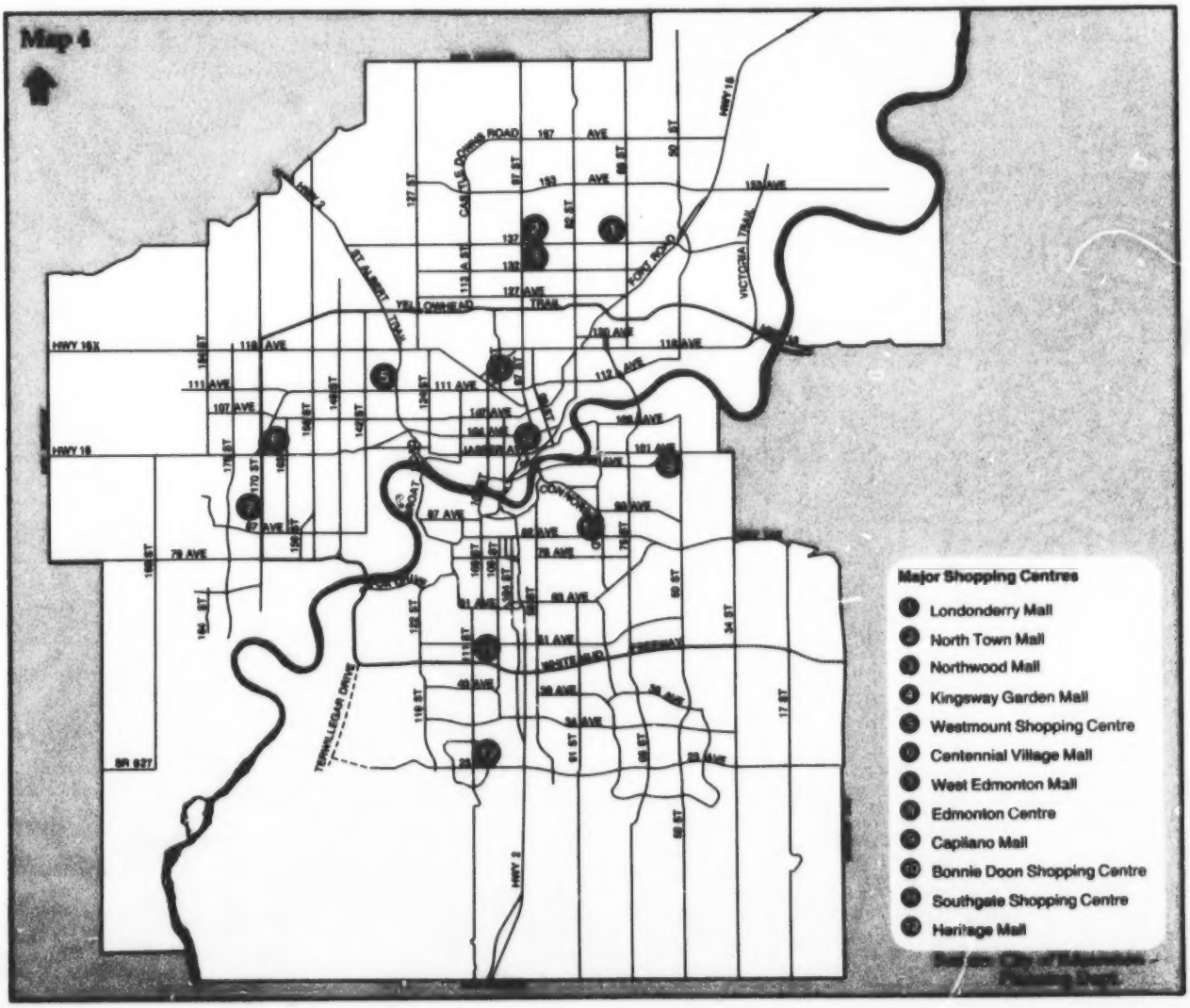
Retail Structure

The rapid growth of retail trade in Metro Edmonton has encouraged dramatic expansion of retail mall space since 1980. Combined expansion and construction of new shopping malls has added over 278,700 square metres (3,000,000 square feet) of retail floor area since that time. To a large extent these new facilities serve the population in the new suburbs of Edmonton, as well as those people living outside of the city proper.

Aside from the regional and community malls, there are numerous commercial strips along major thoroughfares. Over 1,000 retail outlets in Edmonton are located on these retail strips, which accounts for over 28% of such businesses.



Metro Edmonton expenditures on retail goods and services were valued at $6.4 billion in 1983, the fourth highest among Canadian cities.

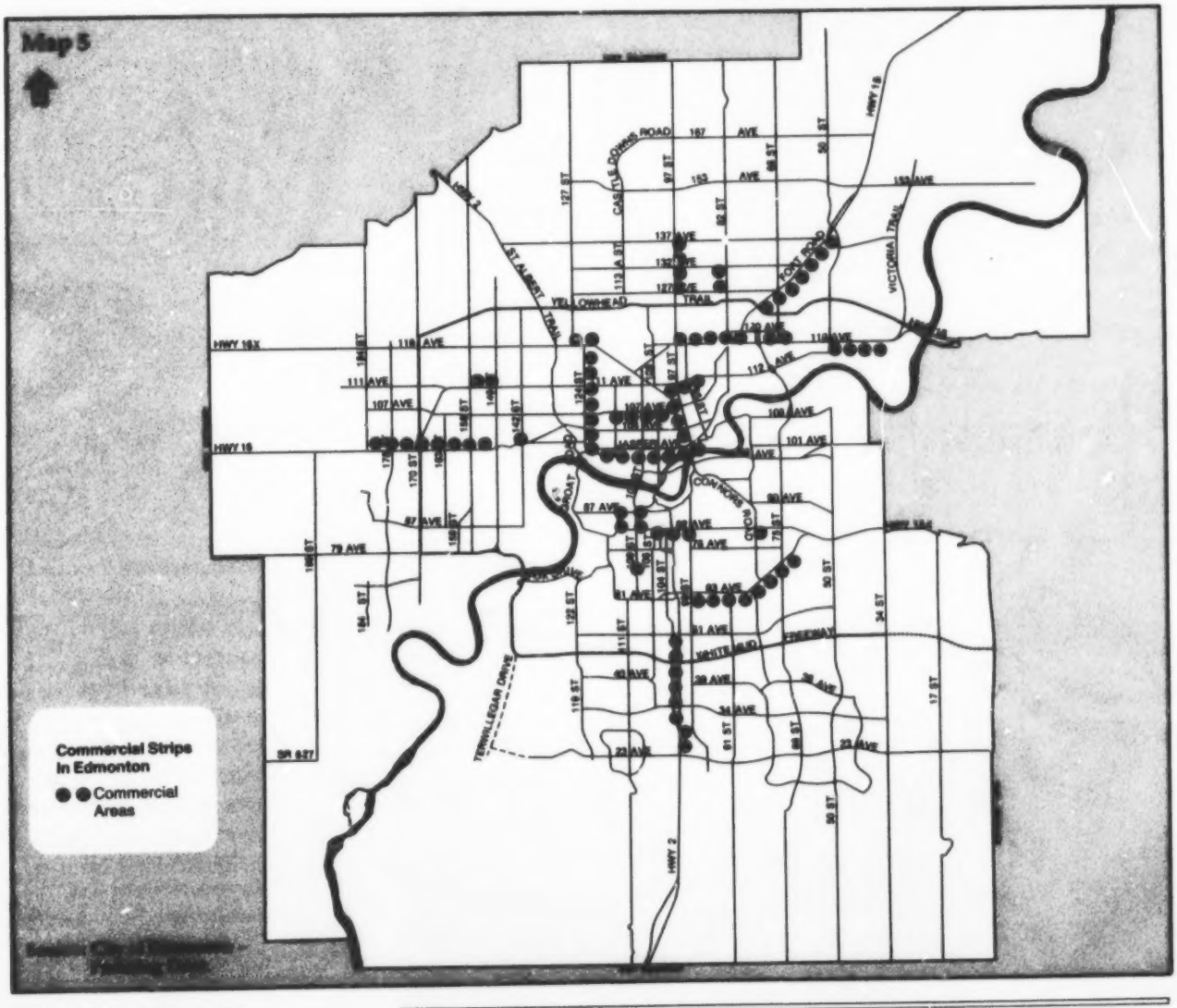


Tourism

Over 2 million people visit Edmonton each year with over half of the traffic occurring during the summer months of June, July and August. Surveys conducted by Alberta Tourism have found that 30% of tourists visiting Edmonton are from out of the country. The same survey found that households visiting Edmonton spent an average of $468 per visit in 1982.

Edmonton's new convention centre, situated on the bank of the North Saskatchewan River, will encourage the hospitality industry in Edmonton. The Convention Centre is one of the cornerstones of an extensive downtown redevelopment scheme.

The new Edmonton Convention Centre establishes the city's status as a major convention destination in North America.



Edmonton's excellent roadways provide convenient access to all parts of the city.

Map 6

N

1983 Edmonton Traffic Flow
Average Annual Weekday Traffic

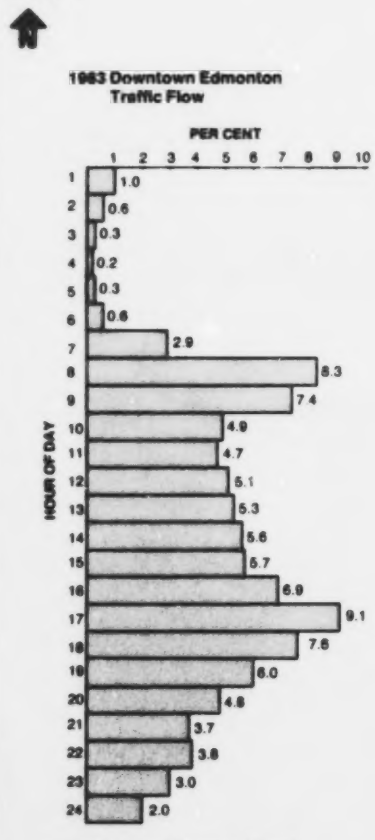
Note: Sections where volumes are not indicated are estimated from previous counts.

SCALE

Source: City of Edmonton – Transportation Dept.

Edmonton's wide downtown streets enable the establishment of distribution facilities in close proximity to retail outlets.

Map 7



Distribution of Average Annual Weekday Traffic By Time of Day
(Based on River Screenline)

Source: City of Edmonton – Transportation Dept.

Industrial Markets

Manufacturing

Alberta's manufacturing output has grown substantially over the past 10 years with the value of manufacturing shipments exceeding $12 billion in 1983. Metro Edmonton's manufacturing industries have paralleled this growth by increasing the value of shipments by 396% since 1973. Metro Edmonton based firms accounted for 49.2% of Alberta's manufacturing shipments in 1983.

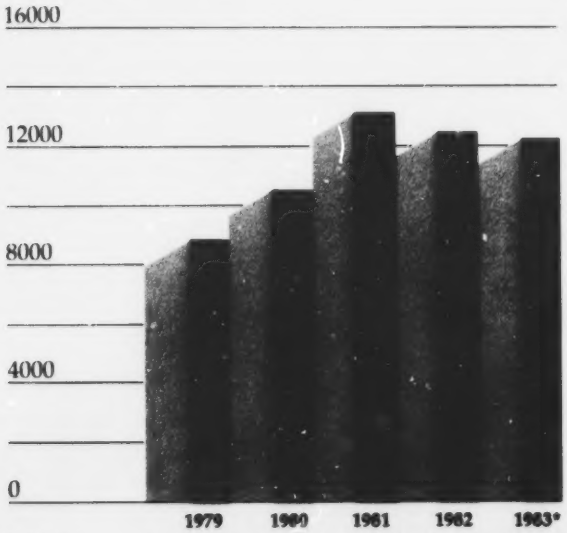
Metro Edmonton's manufacturing industry is located on approximately 12,140 hectares (30,000 acres) of industrially zoned land. There are more than 60 industrial areas and parks in the Metro Edmonton region, providing a range of pricing and service options.

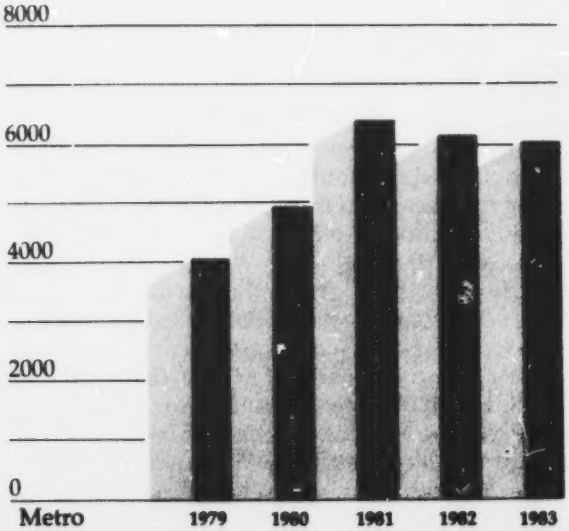
For further details on industrial locations in Metro Edmonton write to the Edmonton Economic Development Authority requesting a copy of a publication titled **A Sampling of Industrial Land in Metro Edmonton.**

By far the largest single manufacturing sector in Metro Edmonton is that of petroleum and coal products. Western Canada's largest petroleum refining centre, Edmonton produced $3 billion of refined petroleum products in 1983.

Other major manufacturing sectors include: food and beverage; chemical and chemical products; primary metal and machinery and metal fabricating, to name a few. These industries stake their futures upon Alberta's extensive energy resource and agricultural base. Future development and exploitation of these resources enhances the future prospects of these and other manufacturing industries.

Graph 7
Value of Manufacturing Shipments – Alberta and Metro Edmonton 1979 – 1983
($ millions)





	1979	1980	1981	1982	1983*
Alberta	8,949	10,521	13,275	12,528	12,281
% Change	20.5	17.6	26.2	-5.6	-2.0

Metro Edmonton*	1979	1980	1981	1982	1983
	4,084	4,985	6,363	6,142	6,040
% Change	18.7	22.1	27.6	-3.5	-1.7

In 1983 Metro Edmonton accounted for 49.2% of Alberta's manufacturing shipments.

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics – Alberta Principal Manufacturing Statistics
– Alberta Statistical Review

In 1983 Metro Edmonton building permits totalled $751 million.

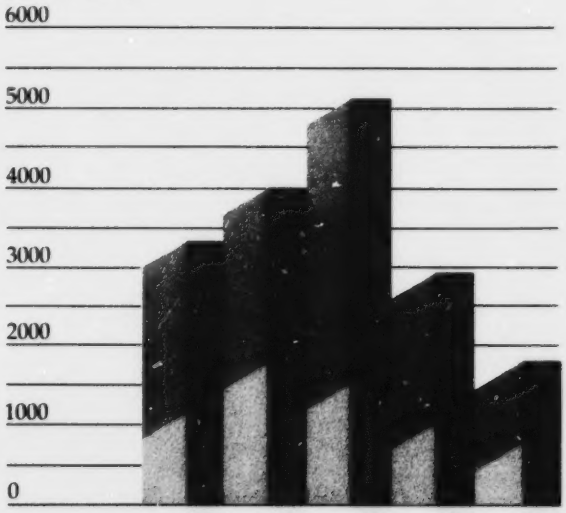
Construction

The Alberta energy resource boom fostered the growth of a large and diversified construction industry. From 1978 through 1982 the value of building permits issued in the Metro Edmonton region exceeded $1 billion each year. These figures exclude the substantial industrial and engineering activity accompanying the construction of petrochemical and petroleum refining plants in the region.

Although the peak level of construction activity has slowed down somewhat, Metro Edmonton building permits in 1983 totalled $751 million. As commercial and residential vacancy rates decline over the next year and the economic upturn takes hold, construction activity will move from current levels to meet demand.

Specific areas of heightened construction work include oilsands projects at Wolf Lake, heavy oil recovery projects at Cold Lake and expansion and debottlenecking work at Fort McMurray. These projects, which are already underway, will provide income and employment spin-offs for Edmonton. A recent survey of industrial projects lists over $62 billion or 54% of western Canadian industrial investment through to 1994 as destined for the Edmonton service area. This has significant economic implications for the construction industry and for manufacturers of building materials and equipment. For a partial listing of major industrial projects, a copy of the **Western Canadian Industrial Projects Directory** is available upon request.

Graph 8
Value of Building Permits – Alberta and Metro Edmonton 1979 – 1983
($ millions)



	1979	1980	1981	1982	1983
Alberta	3,355	4,015	5,131	2,911	1,782*
Metro Edmonton	1,114	1,733**	1,503	1,005	751

In 1983 Metro Edmonton building permits accounted for 42.1% of Alberta's total.

* Edmonton Economic Development Authority estimate

** Includes $400 million for a fertilizer plant

Source: Statistics Canada – Catalogue #64-203, various issues

Transportation Services

Edmonton's proximity to resource development and consumer markets in western Canada has prompted the development of efficient and competitive transportation networks.

The city is located at the centre of several major highway systems. It is on the Yellowhead Interprovincial Highway between Winnipeg and Vancouver, a route that has seen increased traffic because of low grades and favourable climatic conditions.

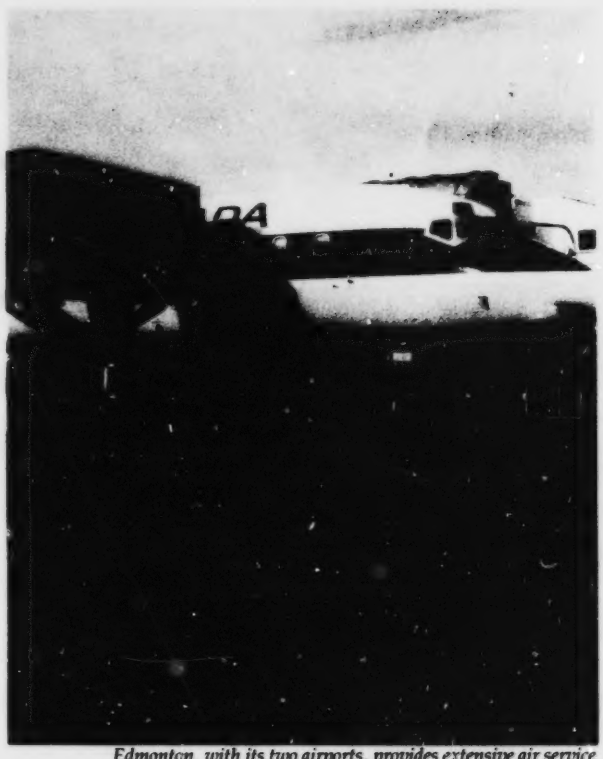
Provincial highways provide access to central and southern Alberta, and the American market. Edmonton is the terminus for the Alaska and Mackenzie Highways serving Canada's northern resource areas.

Metro Edmonton is served by a comprehensive rail network. Service to industrial areas in and around Edmonton is provided by Canadian National and Canadian Pacific Railways.

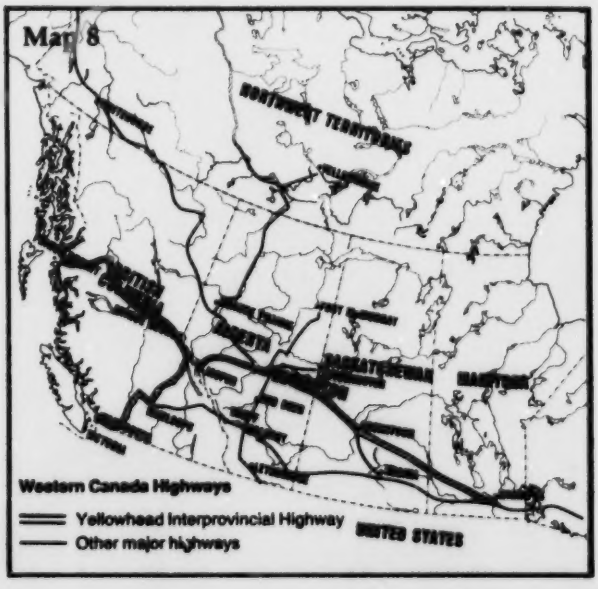
Edmonton provides extensive air service throughout western Canada as well as other national and international destinations. The city has two commercial airports.

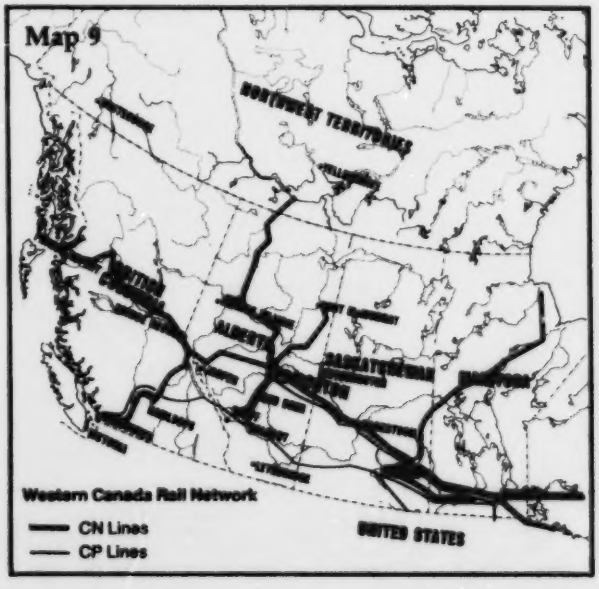
The Edmonton International Airport which accommodates long distance domestic and international air traffic, is located on the southern outskirts of the city. Nine major airlines provide extensive passenger and air cargo services.

The Edmonton Municipal Airport, which accommodates provincial commuter air passenger traffic and corporate aviation, is located within the city.

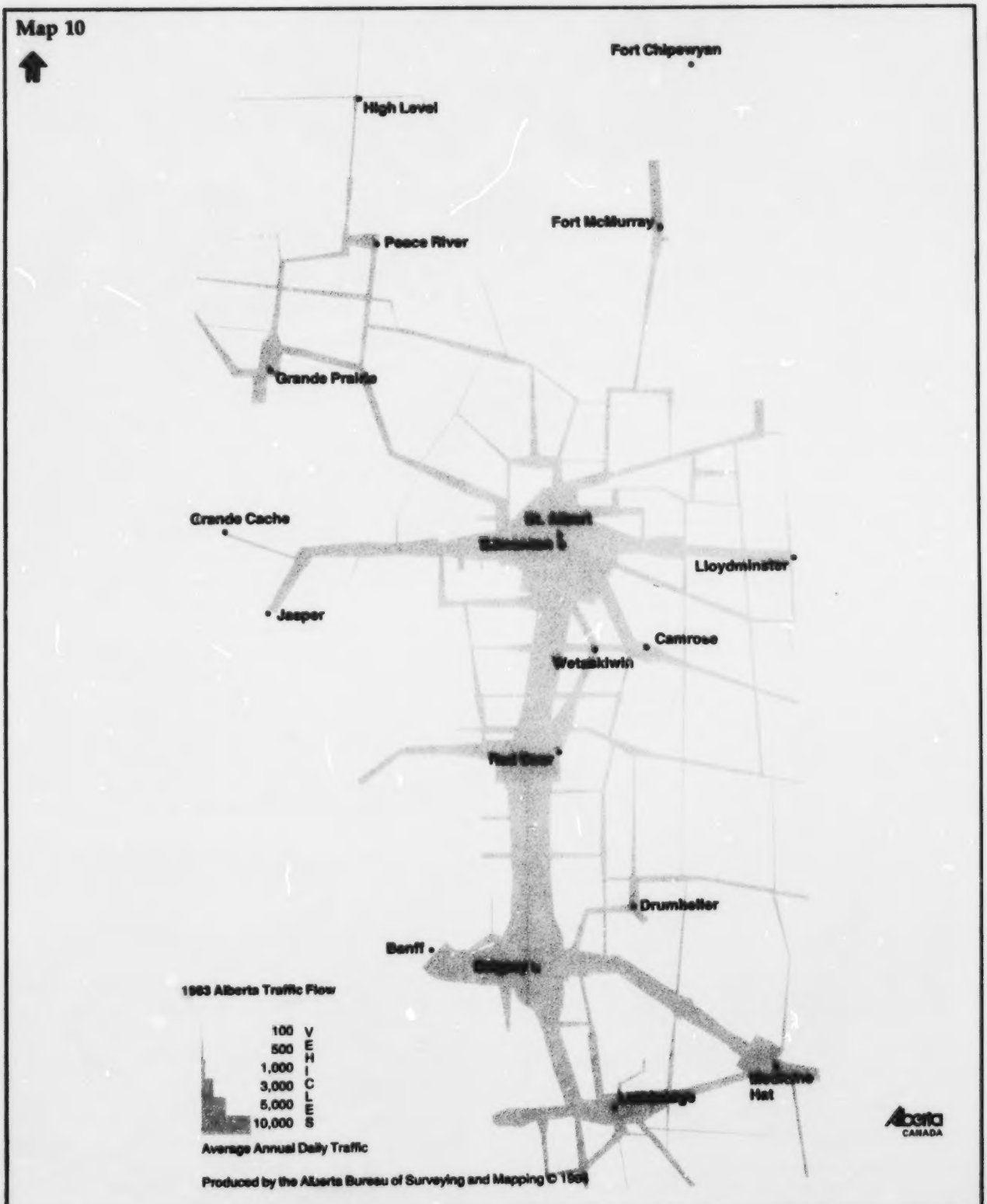


Edmonton, with its two airports, provides extensive air service throughout Canada and the rest of the world.





Map 10


Fort Chipewyan
High Level
Fort McMurray
Peace River
Grande Prairie
Grande Cache
Lloydminster
Jasper
Camrose
Drumheller
Banff
Medicine Hat
1983 Alberta Traffic Flow
100
500
1,000
3,000
5,000
10,000
VEHICLES
Average Annual Daily Traffic
Produced by the Alberta Bureau of Surveying and Mapping © 1984
Alberta
CANADA

EDMONTON ECONOMIC DEVELOPMENT AUTHORITY

Market Review Stat Pack

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Table 1
Population Growth – Alberta and Metro Edmonton 1979 – 1983

Year	Alberta	% Inc.	Edmonton Metro	% Inc.	% Edmonton Metro of Alberta
1979	2,058,700	3.8	651,561	3.0	31.6
1980	2,142,600	4.1	676,820	3.9	31.6
1981	2,237,724	4.4	716,101	5.8	32.0
1982	2,315,100	3.5	727,803	1.6	31.4
1983	2,345,400	1.3	739,852	1.7	31.5
Average		3.4		3.2	

Source: Alberta Municipal Affairs – Official Population List
Edmonton Metropolitan Regional Planning Commission

Table 2
Metro Edmonton Population by Age & Sex – 1983*

Age	Male	% of Total	Female	% of Total	Sub Total	% of Total	Cumulative Total	% Cumulative
0-4	28,854	3.9	27,375	3.7	56,229	7.6	56,229	7.6
5-14	53,269	7.2	51,790	7.0	105,059	14.2	161,288	21.8
15-24	85,823	11.6	82,123	11.1	167,946	27.7	329,234	44.5
25-44	123,555	16.7	116,897	15.8	240,452	32.5	569,686	77.0
45-64	59,928	8.1	60,668	8.2	120,596	16.3	690,282	93.3
65 +	20,716	2.8	28,854	3.9	49,570	6.7	739,852	100.0
Total	372,145	50.3	367,707	49.7	739,852	100.0		

* Edmonton Economic Development Authority estimates

Source: Edmonton Metropolitan Regional Planning Commission
Statistics Canada – 1981 Census of Canada

Table 3
Ethnic Origin – Edmonton Census Metropolitan Area – 1981

		% of Total
British	254,055	39.0
French	38,730	6.0
Dutch	17,475	2.7
German	56,515	8.7
Italian	10,135	1.6
Native	9,880	1.5
Polish	14,045	2.2
Scandinavian	17,405	2.7
Ukrainian	63,120	9.7
Chinese	16,300	2.5
Other Asiatics	24,225	3.7
Other Single Origins	43,060	6.6
Multiple Origins	85,950	13.2
Total Population	650,895	100.0

Source: Statistics Canada – 1981 Census of Canada

Edmonton's rich ethnic mix contributes significantly to the city's business, cultural and social environment.

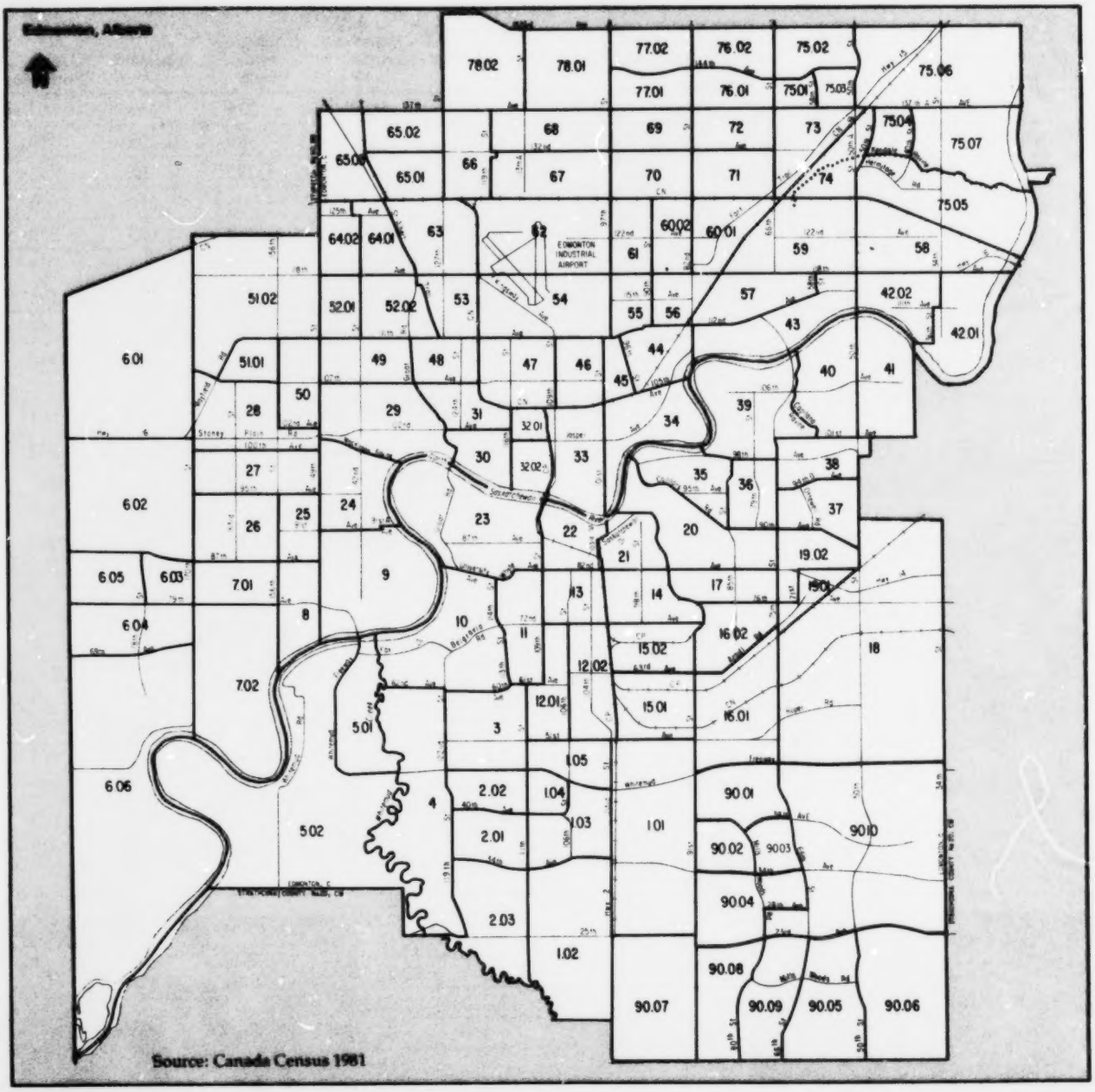


Table 4
Metro Edmonton – Selected Socio-Economic Characteristics – 1981

Census Tract	Population	Average Household Income-1980 ($)	Single Family Dwellings	Apartments	All Other Dwellings
1.01	85	–	15	–	–
1.02	6,135	36,466	890	590	520
1.03	5,270	33,529	955	475	170

Continued

Census Tract	Population	Average Household Income-1980 ($)	Single Family Dwellings	Apartments	All Other Dwellings
1.04	1,910	36,871	275	365	–
1.05	7,100	19,408	65	1,295	455
2.01	5,185	43,139	1,290	50	55
2.02	4,100	31,023	595	410	300
2.03	8,040	32,859	910	1,625	500
3	5,465	33,610	1,225	305	205
4	6,130	46,440	1,230	680	105
5.01	2,565	60,373	575	45	80
5.02	4,300	39,324	480	775	380
6.01	20	–	–	–	–
6.02	6,255	31,135	650	480	755
6.03	4,175	24,176	395	365	550
6.04	5,025	30,196	470	535	805
6.05	4,335	32,227	565	445	360
6.06	7,350	32,157	685	910	1,060
7.01	4,490	29,499	1,060	60	190
7.02	4,125	52,821	845	350	35
8	4,430	38 582	950	530	–
9	6,245	56,366	1,855	–	–
10	3,935	45,904	1,205	245	15
11	5,550	25,249	1,715	615	155
12.01	4,945	25,373	1,165	735	215
12.02	2,955	26,513	620	205	200
13	4,125	18,878	715	1,490	125
14	4,085	20,339	1,240	450	90
15.01	–	–	–	–	–
15.02	3,775	26,077	1,025	25	315
16.01	–	–	–	–	–
16.02	3,555	32,783	1,135	30	30
17	3,740	24,635	1,210	165	135
18	210	25,185	90	–	–
19.01	–	–	–	–	–
19.02	4,375	34,338	970	265	210
20	6,320	25,976	1,715	630	300
21	6,100	21,250	1,040	2,115	160
22	3,900	19,829	315	1,985	45
23	5,280	26,723	785	1,820	35
24	3,975	48,795	1,295	–	20
25	3,480	24,297	810	440	85
26	7,245	33,287	1,425	475	265

Continued

Edmonton offers residential property taxes which are among the lowest in Canada.

Census Tract	Population	Average Household Income-1980 ($)	Single Family Dwellings	Apartments	All Other Dwellings
27	6,235	25,681	1,350	905	40
28	6,880	21,108	1,045	1,585	220
29	6,205	34,939	1,960	360	105
30	4,470	22,214	70	2,870	20
31	5,255	19,335	445	2,540	85
32.01	3,295	19,408	40	2,020	25
32.02	3,995	24,480	105	2,390	40
33	4,655	19,694	90	2,900	45
34	5,815	15,133	690	2,015	230
35	3,120	24,986	825	535	35
36	3,975	29,805	1,040	115	255
37	5,240	35,494	1,365	175	110
38	4,000	34,204	895	495	55
39	6,060	28,167	1,630	380	270
40	5,295	37,483	1,595	65	15
41	4,675	34,510	1,180	–	220
42.01	4,600	24,491	490	305	535
42.02	4,260	28,185	1,155	245	45
43	3,100	26,079	1,115	95	85
44	6,145	18,672	740	1,890	120
45	2,193	15,070	390	555	95
46	4,700	17,620	205	2,295	50
47	5,940	18,352	465	2,600	55
48	3,750	23,923	880	670	90
49	4,230	28,881	1,130	315	115
50	4,675	25,976	950	305	350
51.01	2,680	30,701	765	60	30
51.02	260	22,492	–	–	–
52.01	–	–	–	–	–
52.02	5,350	18,728	700	860	225
53	4,435	19,213	780	1,275	120
54	4,120	22,917	965	245	230
55	4,220	22,094	1,235	305	115
56	3,980	21,702	1,250	160	85
57	2,645	24,218	940	35	25
58	6,795	22,536	1,230	380	550
59	6,475	23,721	1,840	345	170
60.01	2,900	22,258	600	455	90
60.02	4,130	21,081	675	635	285
61	3,720	21,815	1,235	120	80

Continued

Edmonton's apartment residents offer a market segment for a variety of specialized products and services.

Census Tract	Population	Average Household Income-1980 ($)	Single Family Dwellings	Apartments	All Other Dwellings
62	3,435	18,826	435	1,185	110
63	4,615	27,721	1,200	170	250
64.01	2,605	30,119	745	–	115
64.02	–	–	–	–	–
65.01	2,430	27,435	570	–	230
65.02	4,015	29,529	915	60	240
65.03	–	–	–	–	–
66	5,015	26,454	1,140	260	345
67	5,015	24,762	1,045	225	480
68	5,755	31,050	1,280	190	315
69	3,840	33,555	695	155	360
70	4,820	23,853	605	415	710
71	4,860	27,062	990	340	225
72	4,815	34,211	1,180	40	140
73	5,030	23,960	870	395	255
74	40	–	25	–	–
75.01	2,275	31,749	290	35	315
75.02	5,555	27,806	850	215	515
75.03	2,010	29,922	375	–	205
75.04	2,340	25,020	210	420	165
75.05	5,875	27,125	675	315	790
75.06	6,215	28,475	950	325	835
75.07	6,900	28,675	835	155	1,065
76.01	3,205	30,162	535	105	320
76.02	5,480	27,025	865	600	245
77.01	4,380	31,177	820	110	245
77.02	6,145	25,271	945	455	430
78.01	2,440	27,176	225	–	440
78.02	8,420	30,956	1,450	215	865
78.03	9,675	33,510	1,905	385	670
78.04	140	–	35	–	–
78.05	5,070	32,390	870	90	465
90.01	6,220	31,924	1,000	415	445
90.02	3,795	28,145	465	90	545
90.03	3,350	29,491	410	110	460
90.04	7,900	27,827	1,125	375	900
90.05	4,785	30,308	980	50	330
90.06	5,255	30,739	1,310	85	250
90.07	–	–	–	–	–
90.08	3,605	31,847	790	15	225

Continued

There are over 130,000 single family dwellings in the Metro Edmonton area.

Census Tract	Population	Average Household Income-1980 ($)	Single Family Dwellings	Apartments	All Other Dwellings
90.09	5,920	32,405	1,215	115	395
90.10	6,990	33,198	1,590	185	440
Edmonton-City	532,246	27,830	100,915	65,330	29,635
Edmonton-CMA	657,057	28,887	129,030	66,910	32,915

Source: Statistics Canada - 1981 Census of Canada

Table 5
Metro Edmonton Automotive Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	4,385,393	24.0	1,612,681	22.3	36.8	2,475
1980	4,848,154	10.6	1,683,506	4.4	34.7	2,487
1981	5,342,335	10.2	1,753,601	4.2	32.8	2,449
1982*	4,750,186	-11.1	1,582,063	-9.8	33.3	2,138
1983*	4,635,437	-2.4	1,558,332	-1.5	33.6	2,106

* Edmonton Economic Development Authority estimates. Source: Alberta Bureau of Statistics - Alberta Statistical Review
- Alberta Retail and Service Trade Statistics

Table 6
Metro Edmonton Food, Beverage and Accommodations Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	2,902,746	18.1	889,418	6.5	30.5	1,365
1980	3,604,424	24.2	1,152,167	29.5	32.0	1,702
1981	4,193,531	16.3	1,310,586	13.7	31.3	1,830
1982*	4,590,884	9.5	1,439,083	9.8	31.4	1,945
1983*	4,722,431	2.9	1,482,890	3.0	31.4	2,004
Average		14.2		12.5		

* Edmonton Economic Development Authority estimates. Source: Alberta Bureau of Statistics - Alberta Statistical Review
- Alberta Retail and Service Trade Statistics

Food and beverage industries make up Metro Edmonton's second largest manufacturing sector.

Table 7
Metro Edmonton Miscellaneous Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	2,191,411	7.3	869,871	8.9	39.7	1,335
1980	2,584,659	17.9	1,006,748	15.7	39.0	1,487
1981	2,807,331	8.6	1,089,078	8.2	38.8	1,521
1982*	3,043,002	8.4	1,166,771	7.1	38.3	1,577
1983*	3,306,700	8.7	1,261,279	8.1	38.1	1,705
Average		10.2		9.6		

* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics – Alberta Statistical Review
– Alberta Retail and Service Trade Statistics

Table 8
Metro Edmonton General Merchandise Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	2,485,613	30.5	864,984	16.4	34.8	1,328
1980	2,508,525	0.9	973,190	12.5	38.8	1,438
1981	2,805,442	11.8	1,009,090	3.7	36.0	1,409
1982*	2,975,913	6.1	1,081,088	7.1	36.3	1,461
1983*	3,036,434	2.0	1,117,891	3.5	36.8	1,461
Average		10.3		8.6		

* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics – Alberta Statistical Review
– Alberta Retail and Service Trade Statistics

Table 9
Metro Edmonton Hardware and Home Furnishings Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	947,174	27.5	371,405	33.0	39.2	570
1980	1,131,314	19.4	464,223	25.0	41.0	686
1981	1,705,398	50.7	652,216	40.5	38.2	911
1982*	1,581,927	-7.2	591,132	-9.4	37.4	799
1983*	1,642,458	3.8	559,802	-5.3	34.1	757
Average		18.9		16.8		

* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics – Alberta Statistical Review
– Alberta Retail and Service Trade Statistics

Table 10
Metro Edmonton Apparel and Accessories Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	546,972	23.8	190,590	27.8	34.8	293
1980	624,870	14.2	218,129	14.4	34.9	322
1981	704,937	12.8	233,813	7.2	33.2	327
1982*	723,255	2.6	238,907	2.2	33.0	323
1983*	744,508	2.9	247,030	3.4	33.2	334
Average		11.3		11.0		

* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics - Alberta Statistical Review
- Alberta Retail and Service Trade Statistics

Table 11
Metro Edmonton Health and Personal Services Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	180,387	22.6	78,191	32.9	43.3	120
1980	189,695	5.2	72,710	-7.0	38.3	107
1981	208,619	10.0	79,989	10.0	38.3	112
1982*	222,388	6.6	84,731	5.9	38.1	115
1983*	226,725	2.0	87,781	3.6	38.7	119
Average		9.3		9.1		

* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics - Alberta Statistical Review
- Alberta Retail and Service Trade Statistics

Table 12
Metro Edmonton Amusement and Recreation Retail and Service Trade 1979 – 1983
($ thousands)

Year	Alberta	% Increase	Metro Edmonton*	% Increase	% Metro of Alta	Per Capita Metro Sales($)
1979	67,418	7.1	19,548	16.7	29.0	30
1980	76,793	13.9	22,372	14.4	29.1	33
1981	88,520	15.3	24,612	10.0	27.8	34
1982*	92,680	4.7	25,670	4.3	27.7	35
1983*	96,943	4.6	26,876	4.7	27.7	36
Average		9.1		10.0		

* Edmonton Economic Development Authority estimates.

Source: Alberta Bureau of Statistics - Alberta Statistical Review
- Alberta Retail and Service Trade Statistics

Table 13
Edmonton's Major Shopping Centres – Leasable Area 1983
Square Metres/Square Feet

Shopping Centre	Square Metres/ Square Feet
Bonnie Doon	42,412 **461,000**
Capilano	32,200 **350,000**
Centennial Village	34,040 **370,000**
Edmonton Centre	50,850 **547,300**
Heritage Mall	71,668 **779,000**
Kingsway Garden Mall	78,200 **850,000**
Londonderry	56,764 **617,000**
Meadowlark Park	31,010 **337,200**
North Town Mall	26,588 **289,000**
Northwood Mall	48,668 **529,000**
Southgate	74,244 **807,000**
Westmount Mall	34,316 **373,000**
West Edmonton Mall	207,000 **2,250,000**

Table 14
Estimated Number of Visitors to Edmonton

	1981	1982	1983
January	53,595	39,014	39,360
February	59,939	55,340	49,922
March	91,973	72,738	66,848
April	113,498	99,590	95,954
May	203,034	158,348	163,875
June	323,804	290,444	309,442
July	671,297	577,888	623,083
August	532,819	413,940	451,900
September	179,164	146,294	125,878
October	101,335	77,574	60,958
November	78,683	53,522	45,432
December	49,395	38,742	32,979
Total	2,458,536	2,023,434	2,064,631

Source: Edmonton Convention and Tourism Authority

Table 15
Value of Building Permits – Alberta and Metro Edmonton 1979 – 1983
($ millions)

		Metro Edmonton					
Year	Alberta	Residential	Industrial	Commercial	Institutional	Total	% Metro Edm. of Alberta
1979	3,355	584	43	371	116	1,114	33.2
1980	4,015	508	563**	496	166	1,733**	43.2
1981	5,131	672	95	635	87	1,503	29.3
1982	2,911	402	94	336	166	1,005	38.0
1983	1,782*	310	29	196	209	751	42.1
Average							37.1

* Edmonton Economic Development Authority estimate
** Includes $400 million for a fertilizer plant

Source: Statistics Canada – Catalogue #64-203, various issues

Table 16
Dwelling Starts and Completions – Alberta and Metro Edmonton 1979 – 1983

Year	Alberta		Metro Edmonton*		% Metro Edm. Starts of Alberta	% Metro Edm. Compl. of Alberta
	Starts	Compl.	Starts	Compl.		
1979	39,947	44,492	12,298	15,567	30.8	34.9
1980	32,031	34,717	10,717	10,748	33.4	30.9
1981	38,470	34,755	12,901	12,101	34.3	39.0
1982	26,789	31,364	10,420	11,095	38.9	35.4
1983*	18,238	25,465	6,838	8,585	37.5	33.7

* Edmonton Economic Development Authority estimates

Source: Canada Mortgage and Housing Corporation – Housing Statistics

Table 17
Western Canadian Industrial Projects Summary
(in millions of 1983 $)

Project Category	Edmonton Service Area	Western Canada	Edmonton % of Western Canada
Electric Generation & Transmission	$ 5,921	$ 19,214	30.8
Forest Products	1,426	2,670	53.4
Hydrocarbons & Petrochemicals	33,195	47,304	70.1
Mining	2,988	15,969	18.7
Transportation	18,218	29,373	62.0
Other Industrial	596	596	–
Total	$62,344	$115,126	54.1

Source: Edmonton Economic Development Authority – Western Canadian Industrial Projects Directory. A copy of this report is available on request.

Over $62 billion in industrial projects have been identified to take place in the Edmonton service between now and 1994.

Table 18
Metro Edmonton Petroleum and Coal Product Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	1,700,610	20.8	1,608,245	22.1	94.6
1980	2,069,496	21.7	1,939,543	20.6	93.7
1981	2,835,132	37.0	2,626,141	35.4	92.6
1982	3,211,968	13.3	2,943,904	12.1	91.7
*1983	3,315,847	3.2	3,038,109	3.2	91.7
Average		19.2		18.7	92.9

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics – Alberta Principal Manufacturing Statistics
– Alberta Statistical Review

Table 19
Metro Edmonton Food and Beverage Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	2,824,697	16.5	703,509	3.6	24.9
1980	3,025,456	7.1	689,230	-2.0	22.8
1981	3,594,740	18.8	806,399	17.0	22.4
1982	3,541,324	-1.5	778,175	-3.5	22.0
1983*	3,554,981	0.4	781,288	0.4	22.0
Average		8.3		3.1	22.8

* Edmonton Economic Development Authority estimates

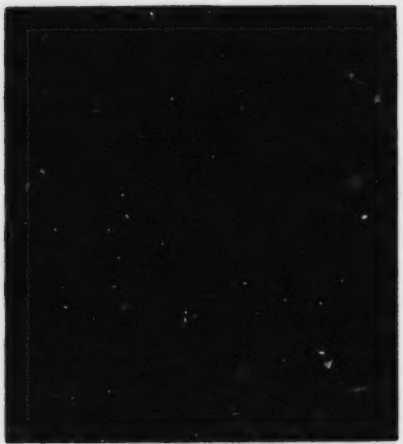
Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review

Table 20
Metro Edmonton Chemical and
Chemical Product Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	755,197	23.9	353,073	31.4	46.8
1980	1,112,562	47.3	540,532	53.1	48.6
1981	1,464,955	31.7	685,395	26.8	46.8
1982	1,345,319	-8.2	638,788	-6.8	47.5
1983*	1,456,439	8.3	660,507	3.4	45.4
Average		20.6		21.6	47.0

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review



Metro Edmonton provided 59% of Alberta's primary metal and machinery shipments in 1983.

Table 21
Metro Edmonton Primary Metal and
Machinery Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	827,815	34.7	497,679	33.8	60.1
1980	1,144,619	38.3	655,300	31.7	57.3
1981	1,486,435	29.9	864,753	32.0	58.2
1982	1,053,142	-29.2	591,919	-31.6	56.2
1983*	784,131	-25.5	463,473	-21.7	59.1
Average		9.6		8.8	58.2

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review

Table 22
Metro Edmonton Fabricated Metal Product Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	575,402	29.8	287,308	38.5	49.9
1980	666,483	15.8	320,216	11.5	48.1
1981	836,894	25.6	400,044	24.9	47.8
1982	760,687	-9.1	359,130	-10.2	47.2
1983*	611,782	-19.6	288,830	-19.6	47.2
Average		8.5		9.0	48.0

* Edmonton Economic Development Authority estimates

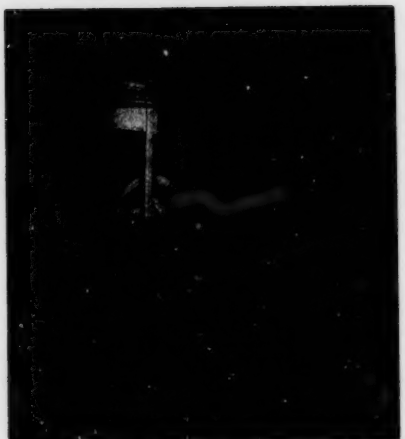
Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review

Table 23
Metro Edmonton Paper, Printing and Publishing Product Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	581,095	20.4	167,257	32.8	28.8
1980	701,028	20.6	185,980	11.2	26.5
1981	842,096	20.1	222,432	19.6	26.4
1982	813,682	-3.4	210,198	-5.5	25.8
1983*	786,259	-3.4	203,051	-3.4	25.8
Average		10.9		10.9	26.7

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review



Shipments of non-metallic minerals totalled $182 million in 1983.

Table 24
Metro Edmonton Non-Metallic Mineral Product Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton*	% Inc.	% Metro Edmonton of Alberta
1979	549,513	19.4	211,424	1.4	38.5
1980	581,869	5.9	221,311	4.7	38.0
1981	721,404	24.0	268,008	21.1	37.2
1982	631,970	-12.4	214,942	-19.8	34.0
1983*	535,641	-15.2	182,271	-15.2	34.0
Average		4.3		1.6	36.3

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review

Table 25
Metro Edmonton Miscellaneous Product Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton *	% Inc.	% Metro Edmonton of Alberta
1979	457,076	7.4	137,014	53.4	30.0
1980	549,357	20.2	171,507	25.2	31.2
1981	665,418	21.1	203,150	18.5	30.5
1982	557,907	-16.2	167,354	-17.6	30.0
1983*	502,798	-9.9	154,767	-7.5	30.8
Average		4.5		14.4	30.5

* Edmonton Economic Development Authority estimates

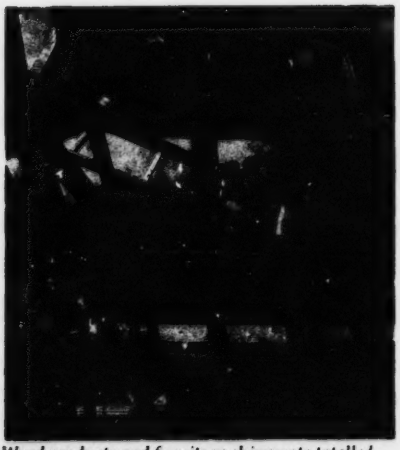
Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review

Table 26
Metro Edmonton Textile and Clothing Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton *	% Inc.	% Metro Edmonton of Alberta
1979	140,422	35.8	104,183	43.2	74.2
1980	175,240	24.8	121,476	16.6	69.3
1981	197,355	12.6	131,192	8.0	66.5
1982	174,625	-11.5	122,271	-6.8	70.0
1983*	208,702	19.5	141,467	15.7	67.8
Average		16.2		15.3	69.6

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review



Wood products and furniture shipments totalled $126 million in 1983.

Table 27
Metro Edmonton Wood Product and Furniture Shipments 1979 – 1983
(Value of shipments of goods of own manufacture in $ thousands)

Year	Alberta	% Inc.	Metro Edmonton *	% Inc.	% Metro Edmonton of Alberta
1979	536,689	17.3	126,840	27.3	23.6
1980	546,145	1.8	139,778	10.2	25.6
1981	630,429	15.4	164,239	17.5	26.1
1982	437,393	-30.6	121,044	-26.3	27.7
1983*	524,420	19.9	126,007	4.1	24.0
Average		4.7		6.6	25.4

* Edmonton Economic Development Authority estimates

Source: Alberta Bureau of Statistics - Alberta Principal Manufacturing Statistics
- Alberta Statistical Review

References

The following is a list of selected references used in compiling this report:

Alberta Bureau of Statistics
- Alberta Economic Accounts
- Alberta Principal Manufacturing Statistics
- Alberta Retail and Service Trade Statistics
- Alberta Statistical Review, Quarterly
- Alberta Statistical Review, 1982

Alberta Municipal Affairs
- Official Population List, 1983

Canada Mortgage and Housing Corporation
- Housing Statistics

City of Edmonton Planning Department
- Retail Space, Its Use and Distribution, 1983

Edmonton Convention and Tourism Authority

Edmonton Metropolitan Regional Planning Commission

Statistics Canada
- Canada Census 1981
- Catalogue #64-203

Other Publications

The following is a partial list of other business publications available from the Edmonton Economic Development Authority. These reports have proven to be of assistance to business and industry in making effective decisions.

If you wish further information about Edmonton or have any questions or comments concerning this report, please contact:

Edmonton Economic Development Authority
2410 Oxford Tower
10235 - 101 Street
Edmonton, Alberta
T5J 3G1
Telephone: (403) 424-7870

Edmonton Annual Economic Report

A summary of the structure and performance of the Edmonton economy, including information on industry, resources, labour force, demographics and lifestyle. The publication contains numerous tables and graphs showing five year trends.

Metro Edmonton Major Construction Projects Directory

Complete descriptions and contacts provided for major construction projects valued over $1 million.

Western Canadian Industrial Projects Directory.

Identifies $115 billion of investment in Western Canada. Fifty-four per cent or $62.3 billion is located within the Edmonton service area.

Industrial Land Sampling

Lists over 50 available industrial areas and parks with information concerning price, parcel sizes and access.

Metro Edmonton Labour Review

A comprehensive analysis of the Edmonton labour market. It provides labour demographics, current labour costs and various inter-city labour comparisons.

Inter-City Cost of Living Comparison

Compares the cost of living in Edmonton with other major Canadian cities.

Metro Edmonton Manufacturing and Distribution Report

Provides an analysis and justification of Edmonton as a manufacturing and distribution centre within Alberta and Western Canada.

Edmonton International Business Opportunities Report

Highlights Edmonton's economic structure and performance and the opportunities the Metro Edmonton area provides for international investment.

New Business Guide

Provides information, direction and assistance to companies wishing to establish a business in Edmonton.